

No.

November 1905

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PROJECTION

LANTERN and CINEMATOGRAPH

Published by

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London, W.C. *



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No. 7.

NOVEMBER, 1906.

Gratis, Exclusive
Trade Circulation

The Improved Stage (Regd.)—What is it?

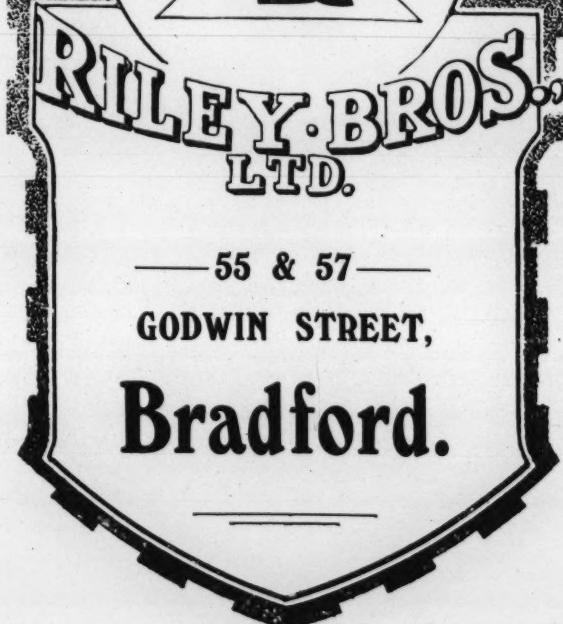
AS there yet appears to be some vagueness among certain of our customers as to the advantages of our Improved Registered Stage, we have thought it advisable to publish particulars of its construction, so that he who runs may read. For many years we were dissatisfied with the old method of attaching the brass stage to the front of mahogany body lanterns, as it was far from satisfactory, inasmuch as it did not provide for absolute rigidity. Several methods to overcome the difficulty were tried with more or less success, but eventually we hit upon a method which we registered, and which is now adapted to all our mahogany lanterns, except the cheapest pattern, as well as to many of those in Russian iron.

The accompanying illustration, Fig. 1, shows a "Perfect" Condenser Mount, and gives a good idea of the design of the Improved brass stage. A short brass cell is attached to the back plate for carrying the condenser; this plate is kept parallel to the centre plate by means of four brass columns, and this in turn is kept in the same plane as the front plate by a second set of columns. The front plate is made of thick brass, so that a long thread is obtained for taking the front tube. The plates and columns already mentioned are bolted together with four long brass bolts, inserted from the front, and secured by taper screw nuts let in flush behind the back plate. The screw ends of these bolts are sufficiently long to go through the body of the lantern, where they are again held by

Makers
and
Patentees
of all
kinds of

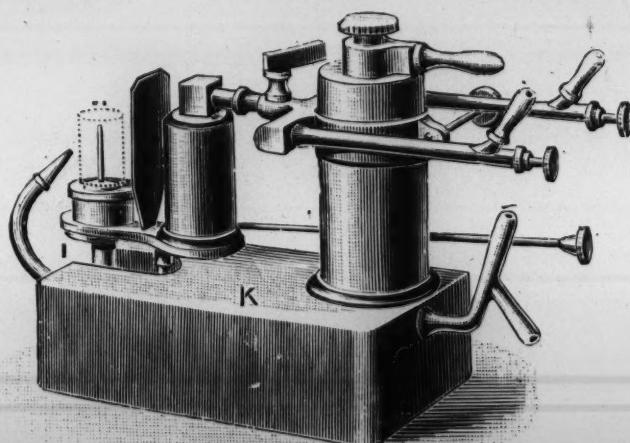
Lantern
Apparatus,
Accessories
and
Slides.

THIS MARK STANDS
FOR EXCELLENCE.



PROGRESSIVE DEALERS

In all parts of the World Stock, Use & Recommend the
"LAWSON" ETHER SATURATORS.



washers and nuts from the inside. In this way absolute rigidity is secured, for the stage becomes part and parcel of the body, and it also precludes the possibility of the plates and columns working loose.

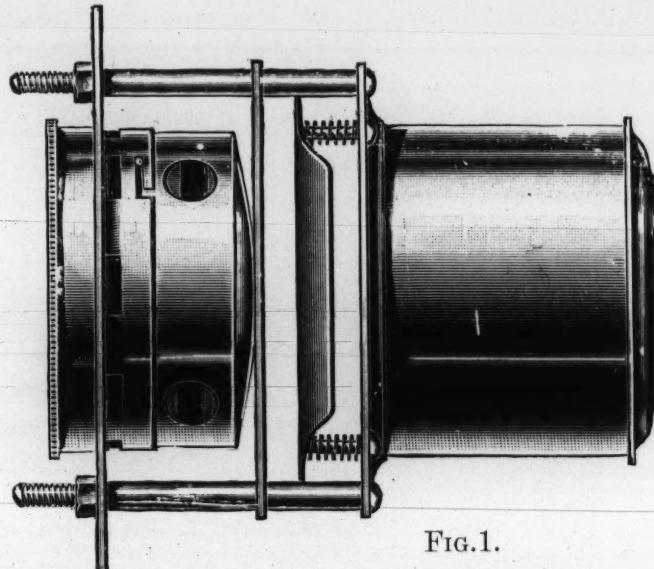


FIG. 1.

The construction of the brass spring stage plate, for keeping the carrier in position, has also received careful attention. The bolts, on which the springs are placed, are screwed and riveted into the plate, so that it becomes impossible for them to work loose. The front tubes are made of the best mandril drawn tube, and the whole of the stage is highly polished and finely lacquered of a full golden

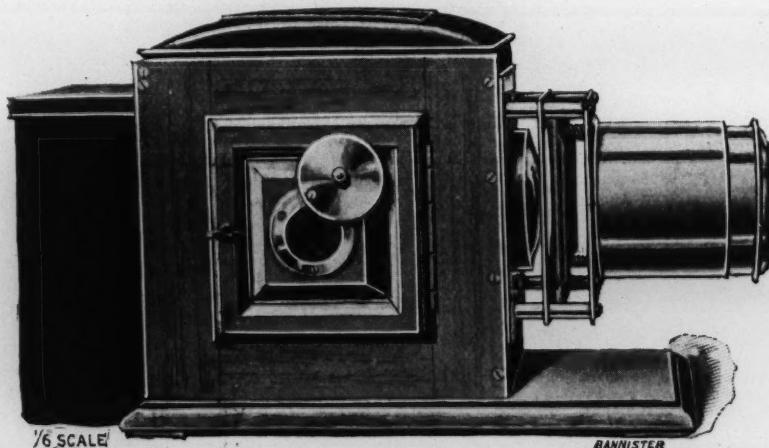


FIG. 2.

colour, thereby adding very considerably to the appearance of those instruments to which the Improved Stage is fitted.

Before leaving these constructional details, there is one other point to which we must draw attention, and that is in respect to the Condenser. As will be seen from Fig. 2, which illustrates the

No. 13A Lantern fitted with the stage described above, the Condenser projects through the back plate and between the four back columns. By this means it is kept quite cool, and so prevented from steaming when in use.

Another very important point is the fact, that with this form of stage, it is also impossible for the slide to steam or crack, owing to a free current of air being accessible to both surfaces.

The foregoing details, if carefully considered, must appeal to the practical lanternist; they certainly make the stage as perfect as it is possible to make it, and give to the article a much more elegant and substantial appearance than was the case in the older style of construction.

Full particulars will be found in our catalogue of lanterns, fitted with the stage, that range in price from five guineas to fifty guineas.

* * *

**Quick
Sales.**

We are gratified to hear from Messrs. Riley Bros., of Bradford, that there has been quite a rush on the Lawson Ether Saturators during the past month, and especially on the larger size, which is now so well known as the "Excelsior." It is quite evident that they are being much appreciated amongst lanternists in all parts of the world.

The great demand for the same firm's new set of lantern slides, "The Constable's Move," attests to its success and popularity. This is not to be wondered at, when it is known that the slides illustrate one of the best and most fascinating stories by Mr. W. W. Jacobs. It is a set which should unquestionably find a place on every dealer's "hire" shelves, for it is certain to have an immense vogue during the season. The above specialities may either be procured from the manufacturers or from ourselves.

* * *

**A New
Arc Lamp.**

Many of our friends will be interested to learn that we are placing a new form of electric arc lamp on the market, which will be similar in many ways to our heavy and substantial No. 4 pattern. It will, however, have the carbons placed at right angles, and will possess certain advantages and movements which are sure to be at once appreciated. Full particulars will appear in our next issue.

Have you seen the "Wrench" Distortion Eliminator? It is one of the most useful and necessary accessories that has ever been introduced for the lantern, and can be fitted to any carrier. For further particulars, see page 3 of Cover.

A Few Don'ts for Dealers

Don't allow an operator to go out, either for the lantern or cinematograph, unless you are convinced that he can work with theatrical precision, otherwise you will have endless worry, and probably, litigation.

Don't believe that any trouble is too great to please a customer; one never knows what a seemingly casual customer may require at some future time, and first impressions always stick.

Don't stock cheap, *coloured* slides: art cannot be secured, like soap, at threepence a time.

Don't complain too much of the severity of competition. Remember that the most successful men of business are those who consider the conditions that must be overcome, and devote all their energies to the lines of least resistance.

Don't overlook the fact that John Wrench & Son, keep every lantern and cinematograph accessory in stock, and that they are in a position to supply all makers' specialities on the same terms as the manufacturers.

Don't let your assistants forget that punctuality is the soul of a business. Nelson attributed his success in life to having always been a quarter of an hour before his time.

Don't make too many promises: they are often more easily made than kept, and a customer is more influenced by stubborn facts, than by a thousand unkept promises.

Don't be too ready to believe statements, made by interested parties, as to the existence of discounts allowed by your competitors.

Don't forget to have a careful register kept of slides and cylinders sent out on hire, or your profits will dwindle down in this department. Hiring pays so long as it is carefully looked after.

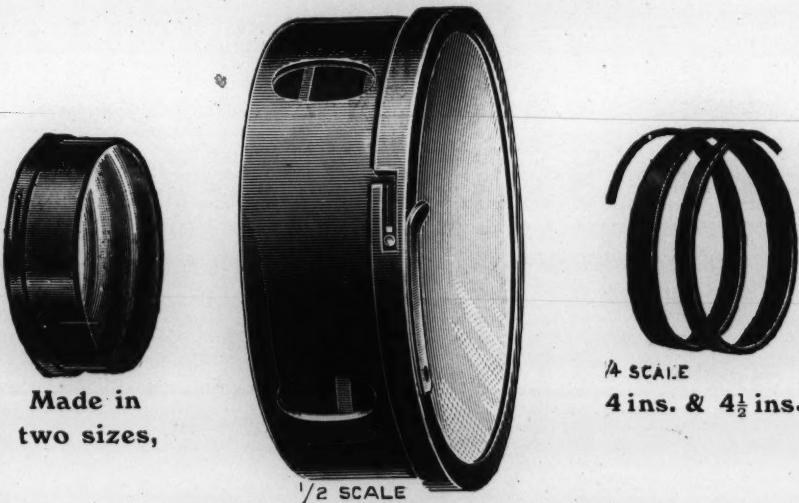
Don't do *it* if you believe it's wrong, and **Don't** worry.

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NOTES from all SOURCES

EVERYONE seems to be asking how the season has commenced in so far as the trade is concerned. Well, for ourselves, we have no complaint to make. Things seem brighter in the lantern trade, this year, than they have been for some years past. If we are asked why? we can only reply in one of the dialogues of Gabriel Sybille Marie Antoinette de Riquette, Comte de Mirabeau: thus !!!!! As regards cinematographs, the demand is so great that it is impossible for us to keep pace with it, although the men at our factory are now working 13 hours a day.

We hope our friends are not overlooking the fact that we are this season, making the cheaper metal lanterns in our own workshops in London. Reference is made to the 7c, 8A, 9A, 7D, and 10A sizes, which range in price from 23/6 to 44/6. We are giving the same attention to them as we give to our higher-class lanterns, with the result that, for one thing, the front tubes, stage, and condenser are in the optical axis. We shall be pleased to send a sample lantern to any of our customers in any of the above series, in order to convince them of their value. To use an old expression, they are selling in London like ripe cherries.

One of our leading London dailies found out the other day that the phonograph and the cinematograph are being used in conjunction with one another, somewhere in Australia, and the information is given as if it were something new. Exactly! Queen Ann is dead.

At an opportune moment, the *Amateur Photographer*, in respect to lantern slide sets, cites the case of the Woodford Photographic Society, as a good suggestion to secretaries of other societies. The "Woodford" booked the R.P.S. slides for 1906, for one of their evenings, and at the same time, they had "some music," and members were allowed to invite their friends. This is no doubt the way to spend a pleasant evening, and it also tends to make the lantern popular amongst amateur photographers.

It is always interesting to see what our competitors have to say about their cinematographs. One firm, we notice, has nothing to say in praise of the mechanism, but is voluminous as to the quality of the spools supplied. For ourselves, we give closer attention to the former than to the latter.

**LANTERNS
AND
ACCESSORIES**

"Wrench" Lanterns
in Russian Iron.

Lanterns with Im-
proved Stage in
Mahogany.

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Science

Lanterns

Enlarging

Lanterns

'Wrench'

Con-

densers

"Stocks-Wrench"
Lamp.

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Apparatus.

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Lamps.

Acetylene Generators

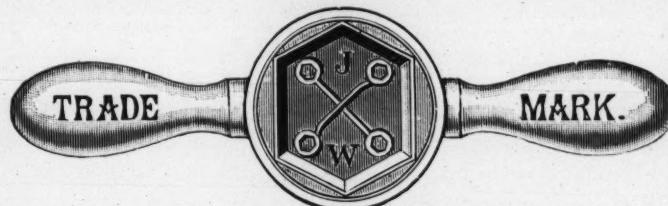
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Carriers, etc.

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Lantern Slides by
all Makers

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THE
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Nothing "Just as Good." They are**

UNIQUE !

Simply because they are constructed on sound principles, and are the outcome of years of experience. Made throughout in our own Workshops by competent labour, in a number of patterns, and at prices to suit all purses. They always meet with the most unqualified success, and

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**LANTERNS
AND
ACCESSORIES**

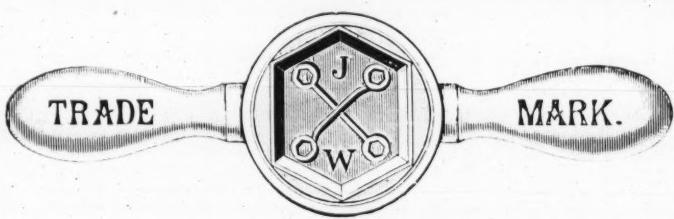
"Wrench" Lanterns in Russian Iron.
Lanterns with Improved Stage in Mahogany.

Biunials
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